



ESTABLISHING A NICHE: WOMEN ENTREPRENEURSHIP IN RURAL SECTOR

Nikhil Jay Ashwani¹ | Ankita Manuja¹

¹ Assistant professor, Post graduate department of commerce, Dev samaj college for women, Ferozepur.

ABSTRACT

India has been assigned as a land of Goddesses where Ma Lakshmi, Ma Durga, Ma Saraswati came, to let people know how much empowered a woman is. Women of India have come a long way from being insightful and erudite disciples in the Rig Vedic period to holding important positions in corporate world in present day times. Women today are occupying fifty percent of the managerial positions in multinational companies. In this paper, I would like to elucidate the role of women in rural entrepreneurship.

KEYWORDS: Women, entrepreneurship, rural, empowerment.

INTRODUCTION

In 20th century where we are exploring our universe and planning to make living possible on other planets, there are certain things on our own planet which need more attention. There are certain issues which are still unresolved and are much more important than searching life on some other planet. And one of these problems is empowerment of people living in society and especially women which are the reason for our existence and require much more than they are already getting. The present paper is discussing the issues /reason for this imbalance and also highlights the achievements of those women who have broken the shackles and fought for their rights.

Economy is the back bone of every country; we judge every country by observing the trends in its economy, per capita income and many other factors, in short we can say that the economical condition of the people and their living standard gives us the basic idea about the country's well being and subtleness.

Every country strives for better living conditions and good employment opportunities. But this position is very difficult to achieve. There is one more remedy or we can say the way to make the economy powerful which is increasing the number of entrepreneurs in that country. The concept of entrepreneurship is need of the hour; it is the process of empowering the people of country by encouraging them to do their own business which involves innovative ideas and something new which can provide better earning opportunities and better economic conditions.

WOMEN ENTREPRENEURSHIP

Entrepreneurship is the attempt to create value through business opportunities and to learn the risk management technique which at the end helps to make an empire which will provide financial and other benefits and value creation. In this paper, we are discussing the most important aspect of entrepreneurship that is women entrepreneurship in rural sector.

Women constitute half of our population and are very important part of our life and our society as well, though the women are the integral part of the society yet they have suffered and have always been the most neglected and suppressed part of Indian society. India has always worshiped women as goddess but at the same time they were deprived of their basic rights.

In past days women were confined to traditional and house hold work only, there was no freedom not even for getting out of the house. But slowly as the time passed by and education spread more rapidly into Indian culture, women emerged as a symbol and synonym of success. Today women are not equal but ahead of men and they are definitely doing better than men in every field of life. They have been performing exceptionally well in different fields like politics, academics, sciences, administration and so on. Women entrepreneurship has given new heights to this concept and where ever there are women involved in business it has achieved great success.

Women entrepreneurship is about developing an enterprise which is wholly controlled and administered by women and she is the overall governing authority of that particular enterprise. Every business scholar has appreciated this new concept and is expanding day by day.

The empowerment of women is a multi-dimensional concept. Women's empowerment can be explained as a process where women have a larger share over resources like knowledge, information and wealth. Empowerment can also be realised when women have a role to play in decision making whether it be at a

work -place or at home. The term 'women empowerment' has come to be associated with women's struggle for social justice and equality.

This year, the International Women's Day theme was 'Make it Happen' – a call for greater equality for women, a celebration of their achievements.

And the best way to empower women in this era is to make them economically strong, by giving them opportunities to make themselves strong economically and mentally both. Entrepreneurship is the best way to do this, and we are going to illuminate some of the best organizations which are playing a great role in this cause.

There are some organizations which are working day and night to contribute in this task of making women of India's rural sector strong and powerful. These organizations are providing the opportunities to women of rural sector to earn and start their own business which will empower them economically and mentally both. Some of these organizations are discussed as under.

TUPPERWARE:

Tupperware is a name of home product line that includes preparation, storage, and serving products for the kitchen and home. It also includes plastic containers used to store goods and/or food.

It was founded by Earl Silas Tupper in 1946. The basic idea behind foundation of Tupperware was to provide income and business opportunities to house wives. This brand typically deals in the basic house hold utensils and containers etc which are used in kitchen. The idea was a great success as it provided house wives an opportunity to earn and to be economically independent.

This brand allowed women to play both the roles efficiently as a house wife and as an entrepreneur.

Tupperware's operations started in India in the year 1996, and sooner a manufacturing plant was set up in Dehradun in the year 2010.

Asha Gupta, the managing director, of Tupperware India is also known as the princess of plastic. She has earned herself a great success and respect both by making historical developments in this company.

We know very well that Tupperware caters to women and employs only women for direct selling by making only women distributors and dealers. Asha Gupta has very well used this technique to conquer the world of entrepreneurship.

The efforts of Asha Gupta have made India the fastest growing market for this global company. Earning this tag of fastest growing market was not easy as it was very difficult to make the Indian women understand the use of plastic instead of stainless steel. The company didn't do well in the initial years but gradually the efforts were fruitful.

Today Tupperware, India has over 114 women distributors, which has proven to be the heart of Tupperware's strategy under Gupta's leadership.

AMUL INDIA:

The story of Amul began with just two dairy cooperatives and 250 litres of milk per day. This led to the formation of the Gujarat Cooperative Milk Marketing Federation which now has the capacity to collect and process over six million litres of milk in a day. The milk is marketed as cheese, butter, yoghurt, ice-cream and chocolates under the brand-name 'Amul'.

Amul is associated with an organisation named SEWA (Self Employed Women's Association). SEWA was founded in 1972 by Gandhian and civil rights leader, Ela Bhatt.

SEWA was born as a cooperative for women street vendors, and later expanded with a SEWA Cooperative Bank in 1974. Today, SEWA is a huge network of cooperative efforts in diverse spheres. The driving energy for this work, says Bhatt, has come from the firm conviction that "if the poor are organized and build up their strength, then social marketing can strengthen the local economy".

Amul is quite a big name and is working day and night in the field of dairy products and establishing dairy farms which are run and governed by women only. Amul especially in Gujarat has created a unique model which has worked as an example to empower women and to make them strong economically.

LIJJAT PAPAD

Shri Mahila Griha Udyog Lijjat Papad, popularly known as Lijjat, is an Indian women's cooperative involved in manufacturing of various fast-moving consumer goods. The organisation's main objective is empowerment of women by providing them employment opportunities.

Lijjat was founded at Mumbai, Maharashtra in the year 1959 with a capital of Rs 80, and is working under exemplary leadership of Swati Pardkar who is presently working as the president of company.

Lijjat papad is another example of how successful women can be if they are provided sufficient freedom and aid by the government. It is a business of eatables which is run by the house wives of Gujarat. It has become a great success and is earning huge profits by doing business not only within the country but overseas also.

CONCLUSION

At the end we can say that women are rising and proving themselves are better than men. They should be provided with equal chances and education and government should also take efforts and policies to empower women. This paper explores the atrocities which women have faced and what are the problems or reasons for the same. This research paper also illuminates those women who have managed to overcome the societal shackles and proved themselves strong as a rock. It also enlightens the contribution of state governments in this cause by formulating and implementing various policies which provide equal opportunities to men and women both. At last ,it can be said that the women have to take initiatives and show courage to overcome the odds and make this society and planet a better place which provides equal and rational opportunities to every gender.

REFERENCES

1. Nandanwar Kalpana P. (2011), Role of Rural Entrepreneurship in Rural Development, International Referred Research Journal, ISSN- 0974-2832, Vol. II, ISSUE-26, March.
2. D. Joel Jebadurai, "An Overview of Problems of Rural Entrepreneurs in India", International Journal of Advanced Research in Management and Social Sciences, 2(7), pp. 202-208, 2013.
3. Sandeep Saxena, "Problems Faced by Rural Entrepreneurs and Remedies to Solve It", ISOR Journal of Business and Management, 3(1), pp. 23-29, 2012
4. Dabson , B. (2005); Entrepreneurship as a Core Economic Development Strategy for Rural America; Presentation to the Advisory Committee for the Strengthening America's Communities Clearwater, Florida; June 2, 2005
5. George P.A, Women Entrepreneurship in India, Prajna Vol.2, No. 1, Jan-June 1998.